

# CONTRACT



**WOWT**  
**3501 Farnam St.**  
**Omaha, NE 68131**  
**Sales T & C: www.gray.tv/advertising**  
**(402) 346-6666**

|  |   |  |
|--|---|--|
| <u>Contract / Revision</u><br>2532961 /      |   | <u>Alt Order #</u><br>WOC13584187                      |
| <u>Advertiser</u><br>Pillen For Governor     |   | <u>Original Date / Revision</u><br>04/22/22 / 04/22/22 |
| <u>Contract Dates</u><br>04/25/22 - 05/01/22 | <u>Estimate #</u><br>3578                     |  |
| <u>Product</u><br>2022 Primary Election      |   |  |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast          | <u>Cash/Trade</u><br>Cash                              |
| <u>Property</u><br>WOWT                      | <u>Account Executive</u><br>Mary Beth Keating | <u>Sales Office</u><br>Omaha National                  |
| <u>Special Handling</u>                      |   |  |
| <u>Demographic</u><br>Adults 55+             |   |  |
|  | <u>Order Type</u><br>NORMAL                   | <u>Total Ratings</u><br>1617.00                        |
| <u>Agcy Code</u><br>9916670                  | <u>Advertiser Code</u><br>303                 | <u>Product 1/2</u><br>405                              |
| <u>Agency Ref</u><br>140343                  | <u>Advertiser Ref</u><br>589010               |  |

And:

**AxMedia**  
**800 W 47TH Street Suite 200**  
**Kansas City, MO 64112**

| *Line | Ch    | Start Date        | End Date        | Description           | Start/End Time    | Days | Length | Spots/Week        | Rate        | Rtn           | Type | Spots | Amount     |
|-------|-------|-------------------|-----------------|-----------------------|-------------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
| N 1   | WOWT  | 04/25/22          | 04/29/22        | Daybreak @ 430a       | 4:30 AM-5:00 AM   |      | :30    |                   |             |               | NM   | 5     | \$125.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       | Week: | 04/25/22          | 05/01/22        | 11111--               |                   |      |        | 5                 | \$25.00     | 1.60          |      |       |            |
| N 2   | WOWT  | 04/25/22          | 04/29/22        | Morning News Show     | 5:00 AM-6:00 AM   |      | :30    |                   |             |               | NM   | 10    | \$800.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       | Week: | 04/25/22          | 05/01/22        | 22222--               |                   |      |        | 10                | \$80.00     | 2.50          |      |       |            |
| N 3   | WOWT  | 04/25/22          | 04/29/22        | Morning News Show     | 6:00 AM-7:00 AM   |      | :30    |                   |             |               | NM   | 15    | \$3,750.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       | Week: | 04/25/22          | 05/01/22        | 33333--               |                   |      |        | 15                | \$250.00    | 5.00          |      |       |            |
| N 4   | WOWT  | 04/25/22          | 04/29/22        | Today Show            | 7:00 AM-9:00 AM   |      | :30    |                   |             |               | NM   | 20    | \$5,500.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       | Week: | 04/25/22          | 05/01/22        | 44444--               |                   |      |        | 20                | \$275.00    | 6.20          |      |       |            |
| N 5   | WOWT  | 04/25/22          | 04/30/22        | Weekend News Sa       | 7:00 AM-8:00 AM   |      | :30    |                   |             |               | NM   | 2     | \$200.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       | Week: | 04/25/22          | 05/01/22        | -----2-               |                   |      |        | 2                 | \$100.00    | 4.60          |      |       |            |
| N 6   | WOWT  | 04/25/22          | 04/30/22        | Sa Today              | 8:00 AM-9:30 AM   |      | :30    |                   |             |               | NM   | 2     | \$300.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       | Week: | 04/25/22          | 05/01/22        | -----2-               |                   |      |        | 2                 | \$150.00    | 4.60          |      |       |            |
| N 7   | WOWT  | 04/25/22          | 05/01/22        | Weekend News Su       | 7:00 AM-8:00 AM   |      | :30    |                   |             |               | NM   | 2     | \$200.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       | Week: | 04/25/22          | 05/01/22        | -----2                |                   |      |        | 2                 | \$100.00    | 4.50          |      |       |            |
| N 8   | WOWT  | 04/25/22          | 05/01/22        | Su Today              | 8:00 AM-9:00 AM   |      | :30    |                   |             |               | NM   | 2     | \$300.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       | Week: | 04/25/22          | 05/01/22        | -----2                |                   |      |        | 2                 | \$150.00    | 4.50          |      |       |            |
| N 9   | WOWT  | 04/25/22          | 05/01/22        | Meet The Press        | 9:00 AM-10:00 AM  |      | :30    |                   |             |               | NM   | 2     | \$1,000.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       | Week: | 04/25/22          | 05/01/22        | -----2                |                   |      |        | 2                 | \$500.00    | 3.70          |      |       |            |
| N 10  | WOWT  | 04/25/22          | 04/29/22        | Today Show II         | 9:00 AM-10:00 AM  |      | :30    |                   |             |               | NM   | 10    | \$1,000.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       | Week: | 04/25/22          | 05/01/22        | 22222--               |                   |      |        | 10                | \$100.00    | 4.80          |      |       |            |
| N 11  | WOWT  | 04/25/22          | 04/29/22        | Today w/ Hoda & Jenna | 10:00 AM-11:00 AM |      | :30    |                   |             |               | NM   | 10    | \$600.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       | Week: | 04/25/22          | 05/01/22        | 22222--               |                   |      |        | 10                | \$60.00     | 3.70          |      |       |            |
| N 12  | WOWT  | 04/25/22          | 04/29/22        | Midday News           | 11:00 AM-12:00 PM |      | :30    |                   |             |               | NM   | 10    | \$1,000.00 |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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| <u>Contract Dates</u><br>04/25/22 - 05/01/22 | <u>Product</u><br>2022 Primary Election | <u>Estimate #</u><br>3578                              |

| *Line | Ch   | Start Date        | End Date        | Description         | Start/End Time   | Days | Length | Spots/Week        | Rate        | Rtn           | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|---------------------|------------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | 22222--             |                  |      |        | 10                | \$100.00    | 7.60          |      |       |            |
| N 13  | WOWT | 04/25/22          | 04/29/22        | Days of Our Lives   | 12:00 PM-1:00 PM |      | :30    |                   |             |               | NM   | 10    | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | 22222--             |                  |      |        | 10                | \$75.00     | 3.30          |      |       |            |
| N 14  | WOWT | 04/25/22          | 04/29/22        | M-F 1p-2p           | 1:00 PM-2:00 PM  |      | :30    |                   |             |               | NM   | 10    | \$400.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | 22222--             |                  |      |        | 10                | \$40.00     | 2.00          |      |       |            |
| N 15  | WOWT | 04/25/22          | 04/29/22        | M-F 2-230p          | 2:00 PM-2:30 PM  |      | :30    |                   |             |               | NM   | 10    | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | 22222--             |                  |      |        | 10                | \$50.00     | 2.80          |      |       |            |
| N 16  | WOWT | 04/25/22          | 04/29/22        | M-F 230-3p          | 2:30 PM-3:00 PM  |      | :30    |                   |             |               | NM   | 10    | \$600.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | 22222--             |                  |      |        | 10                | \$60.00     | 2.50          |      |       |            |
| N 17  | WOWT | 04/25/22          | 04/29/22        | M-F 3p-4p           | 3:00 PM-4:00 PM  |      | :30    |                   |             |               | NM   | 10    | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | 22222--             |                  |      |        | 10                | \$70.00     | 3.20          |      |       |            |
| N 18  | WOWT | 04/25/22          | 04/29/22        | M-F News @ 4p       | 3:57 PM-5:00 PM  |      | :30    |                   |             |               | NM   | 10    | \$1,750.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | 22222--             |                  |      |        | 10                | \$175.00    | 8.00          |      |       |            |
| N 19  | WOWT | 04/25/22          | 04/29/22        | News @ 5p M-F       | 5:00 PM-5:30 PM  |      | :30    |                   |             |               | NM   | 10    | \$3,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | 22222--             |                  |      |        | 10                | \$300.00    | 12.10         |      |       |            |
| N 20  | WOWT | 04/25/22          | 04/29/22        | NBC Nightly News    | 5:30 PM-6:00 PM  |      | :30    |                   |             |               | NM   | 3     | \$4,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | -11-1--             |                  |      |        | 3                 | \$1,400.00  | 12.60         |      |       |            |
| N 21  | WOWT | 04/25/22          | 04/29/22        | News @ 630p M-F     | 6:30 PM-7:00 PM  |      | :30    |                   |             |               | NM   | 10    | \$3,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | 22222--             |                  |      |        | 10                | \$300.00    | 9.00          |      |       |            |
| N 22  | WOWT | 04/25/22          | 04/30/22        | News @ 5p Sa        | 5:00 PM-5:30 PM  |      | :30    |                   |             |               | NM   | 2     | \$600.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | -----2-             |                  |      |        | 2                 | \$300.00    | 15.90         |      |       |            |
| N 23  | WOWT | 04/25/22          | 04/30/22        | NBC Nightly News Sa | 5:30 PM-6:00 PM  |      | :30    |                   |             |               | NM   | 1     | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | -----1-             |                  |      |        | 1                 | \$1,000.00  | 16.50         |      |       |            |
| N 24  | WOWT | 04/25/22          | 04/30/22        | News @ 630p Sa      | 6:30 PM-7:00 PM  |      | :30    |                   |             |               | NM   | 1     | \$200.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | -----1-             |                  |      |        | 1                 | \$200.00    | 9.30          |      |       |            |
| N 25  | WOWT | 04/25/22          | 05/01/22        | News @ 5p Su        | 5:00 PM-5:30 PM  |      | :30    |                   |             |               | NM   | 2     | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | -----2              |                  |      |        | 2                 | \$250.00    | 11.30         |      |       |            |
| N 26  | WOWT | 04/25/22          | 05/01/22        | NBC Nightly News Su | 5:30 PM-6:00 PM  |      | :30    |                   |             |               | NM   | 1     | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | -----1              |                  |      |        | 1                 | \$1,000.00  | 11.80         |      |       |            |
| N 27  | WOWT | 04/25/22          | 04/29/22        | Weekday Jeopardy    | 5:57 PM-6:30 PM  |      | :30    |                   |             |               | NM   | 10    | \$3,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | 22222--             |                  |      |        | 10                | \$325.00    | 12.40         |      |       |            |
| N 28  | WOWT | 04/25/22          | 04/30/22        | Sa Jeopardy         | 6:00 PM-6:30 PM  |      | :30    |                   |             |               | NM   | 1     | \$200.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | -----1-             |                  |      |        | 1                 | \$200.00    | 11.50         |      |       |            |
| N 29  | WOWT | 04/25/22          | 04/25/22        | Monday Prime Hr 3   | 9:00 PM-10:00 PM |      | :30    |                   |             |               | NM   | 2     | \$1,000.00 |

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| <u>Advertiser</u><br>Pillen For Governor     |   | <u>Original Date / Revision</u><br>04/22/22 / 04/22/22 |
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| *Line | Ch   | Start Date        | End Date        | Description           | Start/End Time    | Days | Length | Spots/Week        | Rate        | Rtn           | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|-----------------------|-------------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | 2-----                |                   |      |        | 2                 | \$500.00    | 5.70          |      |       |            |
| N 30  | WOWT | 04/25/22          | 04/26/22        | Tuesday Prime Hr 1    | 6:57 PM-8:00 PM   |      | :30    |                   |             |               | NM   | 1     | \$400.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | -1-----               |                   |      |        | 1                 | \$400.00    | 6.20          |      |       |            |
| N 31  | WOWT | 04/25/22          | 04/26/22        | Tuesday Prime Hr 2    | 8:00 PM-9:00 PM   |      | :30    |                   |             |               | NM   | 1     | \$1,700.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | -1-----               |                   |      |        | 1                 | \$1,700.00  | 9.00          |      |       |            |
| N 32  | WOWT | 04/25/22          | 04/26/22        | Tuesday Prime Hr 3    | 9:00 PM-10:00 PM  |      | :30    |                   |             |               | NM   | 1     | \$550.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | -1-----               |                   |      |        | 1                 | \$550.00    | 8.10          |      |       |            |
| N 33  | WOWT | 04/25/22          | 04/27/22        | Wednesday Prime Hr 1  | 6:57 PM-8:00 PM   |      | :30    |                   |             |               | NM   | 2     | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | --2----               |                   |      |        | 2                 | \$750.00    | 13.10         |      |       |            |
| N 34  | WOWT | 04/25/22          | 04/27/22        | Wednesday Prime Hr 2  | 8:00 PM-9:00 PM   |      | :30    |                   |             |               | NM   | 2     | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | --2----               |                   |      |        | 2                 | \$750.00    | 12.40         |      |       |            |
| N 35  | WOWT | 04/25/22          | 04/27/22        | Wednesday Prime Hr 3  | 9:00 PM-10:00 PM  |      | :30    |                   |             |               | NM   | 2     | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | --2----               |                   |      |        | 2                 | \$750.00    | 11.10         |      |       |            |
| N 36  | WOWT | 04/25/22          | 04/28/22        | Thursday Prime Hr 1   | 6:57 PM-8:00 PM   |      | :30    |                   |             |               | NM   | 1     | \$350.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | ---1---               |                   |      |        | 1                 | \$350.00    | 6.90          |      |       |            |
| N 37  | WOWT | 04/25/22          | 04/28/22        | Thursday Prime Hr 2   | 8:00 PM-9:00 PM   |      | :30    |                   |             |               | NM   | 2     | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | ---2---               |                   |      |        | 2                 | \$400.00    | 7.60          |      |       |            |
| N 38  | WOWT | 04/25/22          | 04/28/22        | Thursday Prime Hr 3   | 9:00 PM-10:00 PM  |      | :30    |                   |             |               | NM   | 1     | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | ---1---               |                   |      |        | 1                 | \$450.00    | 6.70          |      |       |            |
| N 39  | WOWT | 04/25/22          | 04/29/22        | Friday Prime Hr 1     | 6:57 PM-8:00 PM   |      | :30    |                   |             |               | NM   | 1     | \$300.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | ----1--               |                   |      |        | 1                 | \$300.00    | 5.50          |      |       |            |
| N 40  | WOWT | 04/25/22          | 04/29/22        | Friday Prime 2 Hour   | 8:00 PM-10:00 PM  |      | :30    |                   |             |               | NM   | 2     | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | ----2--               |                   |      |        | 2                 | \$350.00    | 8.00          |      |       |            |
| N 41  | WOWT | 04/25/22          | 04/30/22        | Saturday Prime Hr 2   | 8:00 PM-9:00 PM   |      | :30    |                   |             |               | NM   | 1     | \$300.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | -----1-               |                   |      |        | 1                 | \$300.00    | 8.60          |      |       |            |
| N 42  | WOWT | 04/25/22          | 05/01/22        | Sunday Prime 2 Hour A | 6:00 PM-7:00 PM   |      | :30    |                   |             |               | NM   | 1     | \$300.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | -----1                |                   |      |        | 1                 | \$300.00    | 5.20          |      |       |            |
| N 43  | WOWT | 04/25/22          | 05/01/22        | Sunday Prime Hr 2     | 7:00 PM-8:00 PM   |      | :30    |                   |             |               | NM   | 1     | \$300.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | -----1                |                   |      |        | 1                 | \$300.00    | 4.50          |      |       |            |
| N 44  | WOWT | 04/25/22          | 05/01/22        | Sunday Prime Hr 3     | 8:00 PM-9:00 PM   |      | :30    |                   |             |               | NM   | 1     | \$300.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | -----1                |                   |      |        | 1                 | \$300.00    | 3.10          |      |       |            |
| N 45  | WOWT | 04/25/22          | 05/01/22        | Sunday Prime Hr 4     | 9:00 PM-10:00 PM  |      | :30    |                   |             |               | NM   | 1     | \$300.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 04/25/22          | 05/01/22        | -----1                |                   |      |        | 1                 | \$300.00    | 3.30          |      |       |            |
| N 46  | WOWT | 04/25/22          | 04/29/22        | News @ 10p M-F        | 10:00 PM-10:35 PM |      | :30    |                   |             |               | NM   | 10    | \$3,750.00 |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**(402) 346-6666**

|  |   |  |
|--|---|--|
| <u>Contract / Revision</u><br>2532961 /      |   | <u>Alt Order #</u><br>WOC13584187                      |
| <u>Advertiser</u><br>Pillen For Governor     |   | <u>Original Date / Revision</u><br>04/22/22 / 04/22/22 |
| <u>Contract Dates</u><br>04/25/22 - 05/01/22 | <u>Product</u><br>2022 Primary Election | <u>Estimate #</u><br>3578                              |

| *Line  | Ch   | Start Date        | End Date        | Description               | Start/End Time    | Days | Length | Spots/Week        | Rate        | Rtn           | Type | Spots | Amount      |
|--------|------|-------------------|-----------------|---------------------------|-------------------|------|--------|-------------------|-------------|---------------|------|-------|-------------|
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 04/25/22          | 05/01/22        | 22222--                   |                   |      |        | 10                | \$375.00    | 11.60         |      |       |             |
| N 47   | WOWT | 04/25/22          | 04/30/22        | News @ 10p Sa             | 10:00 PM-10:30 PM |      | :30    |                   |             |               | NM   | 2     | \$700.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 04/25/22          | 05/01/22        | -----2-                   |                   |      |        | 2                 | \$350.00    | 10.90         |      |       |             |
| N 48   | WOWT | 04/25/22          | 05/01/22        | News @ 10p Su             | 10:00 PM-11:00 PM |      | :30    |                   |             |               | NM   | 2     | \$500.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 04/25/22          | 05/01/22        | -----2                    |                   |      |        | 2                 | \$250.00    | 8.20          |      |       |             |
| N 49   | WOWT | 04/25/22          | 04/29/22        | The Tonight Show          | 10:35 PM-11:35 PM |      | :30    |                   |             |               | NM   | 10    | \$1,500.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 04/25/22          | 05/01/22        | 22222--                   |                   |      |        | 10                | \$150.00    | 6.00          |      |       |             |
| N 50   | WOWT | 04/25/22          | 04/29/22        | Late Night w/ Seth Meyers | 11:35 PM-12:35 XM |      | :30    |                   |             |               | NM   | 10    | \$500.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 04/25/22          | 05/01/22        | 22222--                   |                   |      |        | 10                | \$50.00     | 3.80          |      |       |             |
| N 51   | WOWT | 04/25/22          | 04/30/22        | Saturday Night Live       | 10:30 PM-12:00 XM |      | :30    |                   |             |               | NM   | 2     | \$400.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 04/25/22          | 05/01/22        | -----2-                   |                   |      |        | 2                 | \$200.00    | 8.10          |      |       |             |
| N 52   | WOWT | 04/25/22          | 04/25/22        | Monday Prime 2 Hour       | 6:57 PM-9:00 PM   |      | :30    |                   |             |               | NM   | 2     | \$900.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 04/25/22          | 05/01/22        | 2-----                    |                   |      |        | 2                 | \$450.00    | 4.60          |      |       |             |
| N 53   | WOWT | 04/25/22          | 04/30/22        | Saturday Prime Hr 1       | 6:57 PM-8:00 PM   |      | :30    |                   |             |               | NM   | 1     | \$250.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 04/25/22          | 05/01/22        | -----1-                   |                   |      |        | 1                 | \$250.00    | 6.40          |      |       |             |
| N 54   | WOWT | 04/25/22          | 04/30/22        | Saturday Prime Hr 3       | 9:00 PM-10:00 PM  |      | :30    |                   |             |               | NM   | 1     | \$450.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 04/25/22          | 05/01/22        | -----1-                   |                   |      |        | 1                 | \$450.00    | 5.00          |      |       |             |
| N 55   | WOWT | 04/25/22          | 04/29/22        | 10p News Repeat           | 12:37 XM-1:07 XM  |      | :30    |                   |             |               | NM   | 5     | \$125.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 04/25/22          | 05/01/22        | 11111--                   |                   |      |        | 5                 | \$25.00     | 2.80          |      |       |             |
| Totals |      |                   |                 |                           |                   |      |        |                   |             | 1617.00       |      | 259   | \$57,750.00 |

| Time Period         | # of Spots | Gross Amount | Agency Comm. | Net Amount  |
|---------------------|------------|--------------|--------------|-------------|
| 04/25/22 - 05/01/22 | 259        | \$57,750.00  | (\$8,662.50) | \$49,087.50 |
| <b>Totals</b>       | 259        | \$57,750.00  | (\$8,662.50) | \$49,087.50 |

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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